

FAST FACTS.

Agency Name

Hitchcock Fleming & Associates, Inc.
(**hfa**)

Established

1940

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SERVICES BY DISCIPLINE.

Marketing

- Strategic planning
- Brand development
- Brand architecture
- Market research
- Relationship marketing
- Sales promotion
- Industry & competitive analysis
- Database marketing
- Loyalty programs
- Product launches
- Channel strategy

Creative

- Consumer print advertising
- Trade print advertising
- Collateral material
- Broadcast TV
- Broadcast radio

Creative (cont.)

- Video
- POS
- Line reviews
- Corporate identity
- Brand/product name generation
- Billboards

Interactive

- Digital strategy development
- Website development
- Interactive programming
- Banner design
- Search engine optimization
- Interactive tracking & reporting
- Blogging & podcasting
- Email marketing
- Social marketing

Media

- Planning & buying
- Social media strategy
- Search engine marketing
- Direct marketing
- Target account programs
- Sponsorships

Public Relations

- Media relations
- Press materials & press kits
- White papers & advertorials
- Tradeshow & event planning
- Event coordination
- Speaking opportunities